

Identifying the Different Types of Businesses and their Activities

Project Objectives and Content Inclusion

1.) Introduce the audience to a new business in the state of Iowa that has either opened a new store or was started for the first time. Include the following:

- What it sells (Goods and Services) - Be Detailed
- Its location
- Website and Company Information

2.) You need to identify the **BUSINESS TYPE** and support your response with **multiple** examples demonstrating how the business fits the type identified and **explain** its characteristics.

3.) Explain how your business participates in the 7 different business activities. Explain the business activities by referencing/showing specific examples to support your reasons. **Use at least 3 examples for each activity.**

- **Generating Ideas**
- **Building Capital**
- **Buying Goods and Services**
- **Human Resources**
- **Marketing Goods and Services**
- **Producing Goods and Services**
- **Keeping Records**

(Examples can include: Pictures, Commercials, Specific Services, Jobs, Promotions or New Activities, Funding Activities, Human Resources, or others that represent the activity...)

4.) What positive impact does the new business you researched have on the community and local economy? Explain, provide at least 3 clear examples for support referencing our economic discussions. **(4 Points)**

5.) What would be a possible negative impact the new business in the community could have? Explain using potential examples and why. **(4 Points)**

6.) Explain whether or not you think the business will thrive in the coming years and explain why? Reference the business' activities, competition, location, or other supports to affirm your response. **(4 Points)**

7) You will compile the information about each business and prepare a “Guided Tour” of the new business. **Use a Presentation, Videos, Links, Pictures, and other tools** to help interested customers learn more about the new business.

8.) You will be also be **assessed** on your ability to **present and communicate** information effectively to the audience.

Rubric for Assessment

1.) Introduce and Describe the Business. Give your audience some perspective about what the business does, Goods and Services available for sale, its location and other important information about the business.

(4 Points)

2.) What is the type of business it represents and explain – Explains the reason why the business represents the type of business chosen. Use examples to support your response.

Type of Business	Missing	Included and Identified in the presentation. However examples are lacking and does not recognize why it best fits the business type	Included, correct identification and provides reasons for support. Use some examples and explains why it best fits the business type.	Effectively recognizes the business activity using examples, comparing its primary functions to the other business types and connecting it to the activities performed
Points	0	1	2	3

3.) Demonstrates the inclusion, identification, examples and understanding of each business activities performed in the business chosen -

Name of Business	Missing	Included, Identified but examples do not support the business activity and lacking an explanation	Included, Identified and examples are included in the Presentation. Examples support the activity but lacking an explanation.	Included, Identified and examples are included in the Presentation. Examples support the activity and they correctly explain why
Points	0	1	2	3
Generating Ideas/Innovation	0	1	2	3
Building/Raising Capital	0	1	2	3
Buying Goods and Services	0	1	2	3
Human Resources	0	1	2	3
Marketing Goods and Services	0	1	2	3
Produce Goods and Services	0	1	2	3
Keeping Records	0	1	2	3

- 4.)
5.)
6.)

Presentation Rubric

	Outstanding 4	Above Average 3	Needs Improvement 2	Missing or Needs Significant Improvement 1
Organization	Information presented in a logical, interesting sequence. They capture your attention with an intro and finish with an effective wrap up.	Information in logical sequence, introduction and conclusion are present but do not relate to the order of the presentation.	Difficult to follow presentation, it jumps around and it confuses the audience. Intro and conclusion are not very identifiable.	Cannot understand presentation--no sequence of information described and lacking a intro and conclusion.
Visual Support	Visuals explain and reinforce screen text and the theme of the presentation.	Relate to text and presentation but the images do not make a solid connection with the audience.	Occasionally uses graphics that rarely support text and presentation.	Uses unnecessary graphics or no visuals at all.
Slide Layouts and Design	Includes a variety of graphics, text, and animation that exhibits a sense of wholeness. Creative use of Layout Tools and helps the audience understand the content.	Includes a variety of graphics, text, and animation. They support the presentation content but still a little cluttered on the slide and not easy to see.	Includes combinations of graphics and text, but the connection between the topics and content are unclear.	Either confusing or cluttered, barren or stark. Visuals are lacking and missing the connection to the topic.
Presentation Skills	Maintains eye contact and clear voice. Avoids audience distractions and keeps them engaged. Presentation has a flow to it by utilizing transitions and a solid intro and conclusion.	Maintains eye contact most of the time and pronounces most words correctly. Effort is made to include an intro and conclusion but the speaker loses the audiences attention. Needs better transitions	Occasionally uses eye contact, mostly reading presentation, and does not have a clear voice. Intro and conclusion are unclear and no transitions are included.	Reads the presentation, is not prepared and an unclear voice. Transitions are missing and an introduction and conclusion to do not make the connection with the audience. It is also distracting.